

SERFF Tracking Number: MUTM-125866154 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 40628
Company Tracking Number: TRACY EMRICH
TOI: MS05I Individual Medicare Supplement - Sub-TOI: MS05I.001 Plan A
Standard Plans
Product Name: Medicare Supplement Advertising- URC6528_1108
Project Name/Number: Medicare Supplement Advertising/URC6528_1108

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Medicare Supplement SERFF Tr Num: MUTM-125866154 State: ArkansasLH

Advertising- URC6528_1108

TOI: MS05I Individual Medicare Supplement - SERFF Status: Closed State Tr Num: 40628
Standard Plans

Sub-TOI: MS05I.001 Plan A

Co Tr Num: TRACY EMRICH

State Status: Filed-Closed

Filing Type: Advertisement

Co Status:

Reviewer(s): Stephanie Fowler

Authors: Shelly Kaipust, tracy
emrich

Disposition Date: 11/24/2008

Date Submitted: 10/21/2008

Disposition Status: Filed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: Medicare Supplement Advertising

Status of Filing in Domicile:

Project Number: URC6528_1108

Date Approved in Domicile:

Requested Filing Mode:

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Group Market Size:

Overall Rate Impact:

Group Market Type:

Filing Status Changed: 11/24/2008

State Status Changed: 11/24/2008

Deemer Date:

Corresponding Filing Tracking Number:

Filing Description:

NAIC #261-69868

FEIN #47-0322111

United of Omaha Life Insurance Company

Medicare Supplement Advertising

SERFF Tracking Number: MUTM-125866154 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 40628
Company Tracking Number: TRACY EMRICH
TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A
Standard Plans
Product Name: Medicare Supplement Advertising- URC6528_1108
Project Name/Number: Medicare Supplement Advertising/URC6528_1108

URC6528_1108

URC6528-1_1108 (Reply Card)

Enclosed for review by your Department is a copy of the above-captioned advertising. The form is new and is not intended to replace any previously approved form. It will be used with appropriate approved forms in your state.

This is a self-mailer ad that will be used to advertise a sample monthly premium. The self-mailer ad contains a grid with variable fields (see the Memorandum of Variability) that apply to the rating structure for your state. The agent/independent producer would choose which sample rate they would like to advertise by selecting a plan and any other corresponding variable information. The agent/producer would contact our home office to request the ad be set up and printed. The home office will be responsible for inputting the correct variable information including the current premium and providing the final printed copy.

This ad will be used as a prospecting piece to generate potential sales leads.

Your notice of acceptance of this filing will be greatly appreciated.

Sincerely,

Mike Trebold

Product and Advertising Compliance Consultant

Regulatory Affairs

Phone: 402-351-2654

Fax: 402-351-5298

E-mail: advfilings@mutualofomaha.com

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Company and Contact

SERFF Tracking Number: MUTM-125866154 State: Arkansas
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Filing Contact Information

Tracy Emrich, Product & Compliance tracy.emrich@mutualofomaha.com
 Advertising Specialist
 4 - Regulatory Affairs Division (402) 351-3253 [Phone]
 Omaha, NE 68175 (402) 351-5298[FAX]

Filing Company Information

United of Omaha Life Insurance Company	CoCode: 69868	State of Domicile: Nebraska
Mutual of Omaha Plaza	Group Code: 261	Company Type: Life Insurance
Omaha, NE 68175	Group Name:	State ID Number:
(402) 351-6420 ext. [Phone]	FEIN Number: 47-0322111	

Filing Fees

Fee Required? Yes
 Fee Amount: \$50.00
 Retaliatory? No
 Fee Explanation:
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United of Omaha Life Insurance Company	\$50.00	10/21/2008	23364456

SERFF Tracking Number:	MUTM-125866154	State:	Arkansas
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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	11/24/2008	11/24/2008

Objection Letters and Response Letters

Objection Letters				Response Letters		
Status	Created By	Created On	Date Submitted	Responded By	Created On	Date Submitted
Pending	Stephanie	11/14/2008	11/14/2008			
Industry	Fowler					
Response						

SERFF Tracking Number:	MUTM-125866154	State:	Arkansas
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Disposition

Disposition Date: 11/24/2008

Implementation Date:

Status: Filed

Comment: Per our earlier conversation and the explanation in the Memorandum of Variability, I am marking this form as "Filed".

Rate data does NOT apply to filing.

<i>SERFF Tracking Number:</i>	<i>MUTM-125866154</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>United of Omaha Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>40628</i>
<i>Company Tracking Number:</i>	<i>TRACY EMRICH</i>		
<i>TOI:</i>	<i>MS051 Individual Medicare Supplement -</i>	<i>Sub-TOI:</i>	<i>MS051.001 Plan A</i>
	<i>Standard Plans</i>		
<i>Product Name:</i>	<i>Medicare Supplement Advertising- URC6528_1108</i>		
<i>Project Name/Number:</i>	<i>Medicare Supplement Advertising/URC6528_1108</i>		

Item Type	Item Name	Item Status	Public Access
Supporting Document	Memorandum of Variability	Accepted for Informational Purposes	Yes
Form	Medicare Supplement Advertisement and Reply Card	Filed	Yes

Objection Letter

This will acknowledge receipt of the captioned filing.

Sincerely,
Stephanie Fowler

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Company Tracking Number: TRACY EMRICH

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Standard Plans

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Form Schedule

Lead Form Number: URC6528_1108

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed	URC6528_1108, URC6528-1_1108	Advertising	Medicare Supplement Advertisement and Reply Card	Initial			URC6528_1108.pdf

Medicare Supplement Insurance Policy



*Happy with
YOUR Medicare
supplement premium?*



**OPEN UP TO
COMPARE AND SAVE!**

URC6528_1108

Medicare supplement insurance is underwritten by United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175. United of Omaha is licensed nationwide except in NY. Neither United of Omaha Life Insurance Company nor its Medicare supplement insurance policies are connected with or endorsed by the U.S. government or the federal Medicare program. Policy forms UM1, UM2, UM3, UM4, UM5 or state equivalent (in OK, UM1-21398, UM4-21399, UM5-21400). These policies have exclusions, limitations and reductions. An outline of coverage is available upon request.

This is a solicitation of insurance and an insurance agent will contact you by telephone.



Medicare Supplement Insurance Policies

from UNITED of OMAHA LIFE INSURANCE COMPANY

We offer you the **friendly customer service,**
financial value and security you seek.
So, you can relax and have some **fun.**

We've got you covered.
GO PLAY!

Compare and Save

United of Omaha Medicare Supplement Insurance Policy

[State, ZIP Codes or ZIP Codes Beginning With #s]	Monthly Premium*		
	Age	Plan [Name]	Plan [Name]
	[age]	[rate]	[rate]
	[age]	[rate]	[rate]
	[age]	[rate]	[rate]

*[Appropriate state rate disclosure]

Free Rate Quote

For your no-obligation rate quote – including
any applicable discount – on a United of Omaha
Medicare supplement, contact your licensed
insurance agent today!

[Name]
[City]
[Phone Number]
[E-mail Address]

INFORMATION REQUEST

☐ **Yes!** Please contact me with information about United of Omaha Life Insurance Company's Medicare supplement insurance policies. I understand there is no cost or obligation for this service.

Name _____ ZIP Code _____

Phone (____) _____ Best Time to Call _____

Medicare supplement insurance is underwritten by United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175. United of Omaha is licensed nationwide except in NY. Neither United of Omaha Life Insurance Company nor its Medicare supplement insurance policies are connected with or endorsed by the U.S. government or the federal Medicare program. Policy forms UM1, UM2, UM3, UM4, UM5 or state equivalent (in OK, UM1-21398, UM4-21399, UM5-21400). These policies have exclusions, limitations and reductions. An outline of coverage is available upon request.

This is a solicitation of insurance and an insurance agent will contact you by telephone.

URC6528-1_1108



Underwritten by:
UNITED OF OMAHA LIFE INSURANCE COMPANY
A MUTUAL of OMAHA COMPANY
Mutual of Omaha Plaza
Omaha, NE 68175
mutualofomaha.com

<i>SERFF Tracking Number:</i>	<i>MUTM-125866154</i>	<i>State:</i>	<i>Arkansas</i>
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Rate Information

Rate data does NOT apply to filing.

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Supporting Document Schedules

Satisfied -Name:	Memorandum of Variability	Review Status:	Accepted for Informational Purposes	11/24/2008
Comments:				
Attachment:	URC6528_1108 (MoV).pdf			

VARIABLE MATERIAL FOR ADVERTISING FORM

URC6528_1108

The following information in the aforementioned advertisement is bracketed to denote variable material.

Section

Rate Chart

** The rate chart is
“overprinted” on to each
piece. The “Age” column
will be removed from the
states that are not age rated.*

Explanation

Header Row:

1. Input plans approved in the state or Zip code chosen.

Bottom Rows:

1. Column 1 - Input ZIP code(s), state or area where ad approved.

2. Column 2 - Choose an age 65 or older*

3. Columns 3 - Input corresponding rate for the age, plan and state/or Zip code(s)

State Rate Disclosure

AR – Sample Base Rates; Rates are subject to change and vary by ZIP code. Lower rates may apply, if eligible.

CT – Sample Base Rates; Rates are subject to change.

IA, IL, KY, MI, NV, OH, OK, TN, VA - Sample Base Rates: Female rates (male rates may be higher); Nontobacco rates (tobacco rates may be higher); Rates are subject to change and vary by ZIP code. Lower rates may apply, if eligible.

WV - Sample Base Rates: Female rates (male rates may be higher); Nontobacco rates (tobacco rates may be higher); rates are subject to change. Lower rates may apply, if eligible.

SC - Sample Base Rates: Female rates (male rates may be higher); Preferred rates (standard rates may be higher); Rates are subject to change and vary by ZIP code. Lower rates may apply, if eligible.

*The overprint section of this form is set up by the home office to assure that the correct and current rates are used.